

Workshop Descriptions (subject to change)

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Time

Session

8:00 - 9:00

Caucus – The Future is Now: Engaging Youth in the Arts - *Michael Bahr*

As the upcoming generation finds its path in the arts they no longer want to simply exist as spectators. To stay relevant we must be open to how youth engage now.

Jump start the day with a unique opportunity to network, get inspired and share ideas about engaging with and cultivating the youth in your community. Come share your thoughts and learn from your peers about how to make your art - their art.

9:20 - 10:30

You've Got Mail – Art Mail: Mail to Keep, Mail to Send – *Carrie Trenholm*

Carrie Trenholm, visual artist and the Beverley Taylor Sorensen Endowed Professor for Arts Education will guide participants through the art of making postcards and mail art in response to the artifacts in the Beehive Exhibition. Watercolors, collage, pen and ink – stamping, printmaking – provide the tools for returning to the fine craft of mail someone might just tie with a lavender ribbon and cherish for future generations to discover or excite students about writing, yes writing and making art.

“A Time of Crisis, A Moment for Art” – *Christopher M. Gauthière, Shay Gines, Stephen Goldsmith*

Georges Braque said, “Art is a wound turned into light.” This session will shine a spotlight on how communities and artists come together and respond to crisis through art-based action, dialogue and intervention. We will outline the need for community in times of difficulty and examine some of the projects that artists have been at the forefront of, both locally and nationally, that have helped communities heal. Join our presenters in an examination of some extraordinary artists and the healing power of art.

Capturing a Community's Imagination Through Strategic Engagement – Maryo Gard Ewell, Amanda Castillo, Carol Stevens

Join us for an engaging discussion about the ways artists and arts organizations are igniting enthusiasm and building support. Whether your community is metropolitan in nature or boasts more antelope than people, you will find inspiration from these examples of communities establishing creative districts, influencing public policy and leveraging community traditions.

A New Day Dawning: Demographic Shift & Cultural Diversity in the Arts – Cherie Buckner-Webb, Maria Garcia, Michelle Patrick, Richard E. Scott

Description coming soon

10:50 - 12:00 Sing Loud, Sing Soft and Beat the Drum Slowly – Leslie Timmons

Jacque Barzun said, "Music is intended and designed for sentient beings that have hopes and purposes and emotions." Grace Slick said, "Through literacy you can begin to see the universe. Through music you can reach anybody. Between the two there is you, unstoppable." One does NOT have to be a musician to make music. Join this session to discover new pathways to the inherent benefits of creating music together.

Cultural Currency: The Tools, Technology & Transactions Between Youth & the Arts – Teri Orr,

Description coming soon

Responsive Design - Lessons for the Arts – Douglas McLennan

Responsive Design is a way of creating dynamic systems that respond seamlessly and beautifully to changes in their environment. Old way of thinking: We need to reach people. New way of thinking: We need to activate networks. Rather than thinking of culture as something we produce, the more powerful way is to build things that empower other's creativity. This workshop will share examples from the commercial sector and suggest applications for the arts.

National Endowment for the Arts Update – Douglas Sonntag

Description coming soon

1:00 - 2:00

Keynote Address – Cherie Buckner-Webb

Senator, speaker, trainer, consultant, coach, and jazz/gospel singer Cherie Buckner-Webb joins us to discuss the importance of art in living a life. Cherie will share personal stories, anecdotes on her career and her extraordinary art with us.

2:20 - 3:30

How to Pitch the Media: Free Press versus a Real Story 2.0 – Doug Fabrizio, Ellen Fagg-Weist, Jerry Rapier

This popular session from the 2008 MWAC is back! Knowing the difference between a listing and a story makes all the difference when you're pitching the media. We invited two curmudgeonly journalists -- Doug Fabrizio and Ellen Fagg Weist to explain what they're looking for in reporting arts and pop culture stories, the different needs of different media outlets, and how to get your information to the right department. Jerry Rapier joins them to add his two cents about navigating the fine line between marketing and publicity.

Grantwriting World Café – Anna Boulton, Victoria Bourns, Marcie Collett, Suzanne Larson, Larissa Trout

Tap into the expertise in the room at the Grantwriting World Cafe, where several groups led by established grantwriters and funders will discuss best practices and unlock some of the secrets of writing successful proposals. Just to keep things interesting, every time we consider a new question the groups will change. Come prepared to share your own experience in this interactive session.

A Life in the Arts: Inspiration and Sustainability – Anne Cullimore Decker, Julie Jensen, Edie Roberson, Linda Smith

This popular session returns with three more of Utah's artistic treasures. Anne Cullimore Decker will moderate a discussion that explores what it has meant to live and thrive as an artist in Utah. Featured artists will talk about their early careers, about surviving pitfalls and economic downturns, about staying involved and relevant, and about what art and work means to them now. Come hear these artists share their thoughts on maintaining a life in the arts.